

Message Text

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ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
----- 014873

R 131105Z FEB 75
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
SECSTATE WASHDC 3139
INFO AMCONSUL ANTWERP
AMEMBASSY LUXEMBOURG
USIA WASHDC
AMEMBASSY THE HAGUE

UNCLAS SECTION 01 OF 02 BRUSSELS 1261

E.O. 11652: N/A

TAGS: BEXP, BE

SUBJECT: FY77 CCP: POST RECOMMENDATIONS

REF: STATE A9016

1. EMBASSY COUNTRY TEAM SUBMITS HERewith INITIAL CCP PROGRAM RECOMMENDATIONS FOR FY 77 AS REQUESTED REPAIR. GIVEN LONG LEAD TIME FOR PLANNING PURPOSES, WE HAVE ATTEMPTED WHERE PRACTICABLE, TO CHOOSE PRODUCT CATEGORIES BEING STRESSED BY USDOC IN FY77-78. IT IS OUR HOPE THAT THIS WILL FACILITATE COORDINATION OF POST AND USDOC-SPONSORED ACTIVITIES. TO THIS END, EMBASSY PROPOSES SPECIFIC PRODUCT CATEGORIES FOR TWO COMMERCE TRADE MISSIONS AND TWO GLOBAL MARKET SURVEYS DURING PERIOD.

2. SECTION IV - SUMMARY OF RESOURCE ALLOCATION BEING SUBMITTED BY AIR POUCH.

3. CAMPAIGN WORKSHEETS ARE AS FOLLOWS:

A. LABORATORY INSTRUMENTS

1. CAMPAIGN MANAGER (CM): ASSISTANT COMMERCIAL ATTACHE
2. CAMPAIGN STATEMENT(CS): CONTINUING PROMOTION THIS SECTOR WOULD BE USEFUL FOLLOW-UP TO FY76 POST CAMPAIGN, AND COMPLEMENTARY TO USDOC PRIMARY EMPHASIS ON FPP EQUIPMENT DURING FY77.

3. PROJECT OBJECTIVES (PO): ONE MARKET UP-DATE REPORT; 10 TO'S;

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10 BELGIAN ATTENDEES TO RELEVANT AREA TC SHOWS AND TO NAFEM/76;

INTRODUCTION OF FOUR NEW-TO-MARKET FIRMS PARTICIPATING IN TRADE MISSION.

4. ACTION: DURING TIMES TO BE DETERMINED, PROMOTE/HOST USDOC TRADE MISSION; PROMOTE BELGIAN ATTENDANCE AT RELEVANT TC SHOWS. 1/QTR: COMPLETE SHORT MARKET UP-DATE REVIEW; 4TO'S. SUCCESSIVE QTRS: 2 TO'S EACH.

B. BUSINESS EQUIPMENT

1. CM: ASSISTANT COMMERCIAL ATTACHE
2. CS: UPDATED MARKET DATA AND SUBSEQUENT PROMOTION NEEDED IN TRADITIONALLY STRONG BELGIAN MARKET. EFFORT TO TIE IN WITH PRIMARY USDOC PROMOTION THIS SECTOR.
3. PO: BASIC MARKET STUDY; ATTENDANCE 25 BELGIANS AT RELEVANT AREA TC SHOWS; 10 TO'S; ATTENDANCE 125 AT PRODUCT DISPLAY SEMINAR.
4. ACTIONS; DURING PERIOD TO BE DETERMINED, PROMOTE BELGIAN ATTENDANCE TO TC SHOWS. 1/QTR: COMPLETE MARKET RESEARCH; 2 TO'S. 2/QTR: SUBMIT MARKET STUDY; 2 TO'S. 3/4/QTR: SPONSOR PRODUCT DISPLAY SEMINAR; 6 TO'S.

C. AVIONICS

1. CM: COMMERCIAL ATTACHE
2. CS: SUSTAINED PRIMARY PROMOTION REQUIRED TO ASSIST US SUPPLIERS IN COMPETING FOR HIGH-TICKET AIRCRAFT AND PARTS SALES, PRINCIPALLY TO THE GOVERNMENT. EFFORT EXPECTED FACILITATE ESTIMATED \$10 MILLION EXPORTS IN FY76.
3. PO: \$15 MILLION EXPORTS; 4 TO'S.
4. ACTIONS: 1/QTR: CONSULT WITH GOB ON FUTURE PRODUCT REQUIREMENTS; FOLLOW-UP W/BELGIAN ATTENDEES AT PREVIOUS PARIS AIR SHOW. 2/QTR: SUBMIT REPORTS ON UPCOMING SALES POSSIBILITIES AND CONSULT INTERESTED SUPPLIERS. 3/4/QTR: FOLLOW-UP AS NECESSARY; PROMOTE BELGIAN ATTENDANCE AT FY77 PARIS AIR SHOW.

D. CONSUMER GOODS

1. CM: ASSISTANT COMMERCIAL ATTACHE
2. CS: CONTINUED EMPHASIS NEEDED TO BENEFIT FROM MOMENTUM AND CONTACTS DEVELOPED IN FY76 IN-STORE PROMOTION AND TO EXPLOIT INCREASING BELGIAN ADHERENCE TO DEPARTMENT STORE, SUPERMARKET, AND FRANCHISE STYLES OF RETAIL MARKETING.
3. PO: OBTAIN STORE ORDERS FROM IN-STORE PROMOTION OF AT LEAST UNCLASSIFIED

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\$275,000.

4. ACTIONS: PROMOTION OF RELEVANT AREA TC SHOWS AT TIMES TO BE DETERMINED. 1/QTR: PLACE AT LEAST ONE ARTICLE IN RETAIL TRADE OR 2/QTR: SIGN FY77 IN-STORE CONTRACT. 3/154: PLACE AT LEAST TWO ARTICLES IN RETAIL TRADE OR POPULAR MEDIA. 4/QTR: SPONSOR IN-STORE PROMOTION; REACH TENTATIVE AGREEMENT WITH LOCAL RETAILER OF FY78 IN-STORE SHOW; SUBMIT SHORT MARKET UP-DATE ON FY78 BEST PROSPECTS IN THIS SECTOR.

E. ENERGY SYSTEMS

1. CM: ECON OFFICER
2. CS: AS BELGIUM COMPLETES EARLY PHASES OF REORIENTING ITS ENERGY PRODUCTION NETWORK TOWARDS LESS ON IMPORTED PETROLEUM, A NEW LOOK NEEDED AT FUTURE MARKET FOR US ENERGY SYSTEMS, EQUIPMENT, AND SERVICES. STUDY WOULD TIE IN W DEPENDENCE PRIMARY USDOC PROMOTION IN FY77.
3. PO: BASIC REPORT ON BELGIAN ENERGY SITUATION AND COMMERCIAL SIGNIFICANCE FOR U.S.; ATTENDANCE 12 KEY GOVT/PRIVATE BELGIANS AT RELEVANT AREA TC SHOWS; 5 TO'S.
4. ACTIONS: PROMOTION OF RELEVANT AREA TC SHOWS AT TIMES TO BE DETERMINED. 1/QTR: COMPLETE RESEARCH, INCLUDING CONSULTATIONS W/GOB; 1 TO. 2/QTR: SUBMIT REPORT; 2 TO'S. 3/4/QTRS: FOLLOW-UP AS NECESSARY; 2 TO'S, PLACE TWO ARTICLES IN PROFESSIONAL MEDIA.

F. FOOD PROCESSING/PACKAGING EQUIPMENT

1. CM: ASSISTANT COMMERCIAL ATTACHE
2. CS: SECONDARY PROMOTION THIS SECTOR WOULD BE USEFUL FOLLOW-UP TO FY76 PRIMARY CAMPAIGN AND COMPLEMENTARY TO USDOC PRIMARY EMPHASIS ON FPP DURING FY77.

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INFO OCT-01 ISO-00 EB-07 /020 W
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FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
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INFO AMCONSUL ANTWERP
AMEMBASSY LUXEMBOURG
USIA WAHSDC
AMEMBASSY THE HAGUE

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3. PO: ONE MARKET UP-DATE REPORT: 10 TO'S; 10 BELGIANS TO RELEVANT AREA TC SHOWS AND TO NAFEM/76.
4. ACTIONS: DURING TIMES TO BE DETERMINED, PROMOTE/HOST USDOC TRADE MISSION; PROMOTE BELGIAN ATTENDANCE AT RELEVANT

AREA TC SHOWS. 1/QTR: COMPLETE SHORT MARKET UP-DATE REVIEW;
2 TO'S; 2/154: PLACE TWO ARTICLES IN TRADE PRESS. 3/4/QTRS:
1 TO'S.

G. POLLUTION CONTROL EQUIPMENT

1. CM: ASSISTANT COMMERCIAL ATTACHE
2. CS: CONTINUING PROMOTION THIS SECTOR WOULD BE USEFUL FOLLOW-UP TO FY76 POST PRIMARY CAMPAIGN AND COINCIDE WITH PERIOD OF RAPID MARKET DEVELOPMENT. EFFORT WOULD ALSO COMPLEMENT USDOC PRIMARY EMPHASIS THIS SECTOR DURING FY77.
3. PO: ATTENDANCE 6 BELGIANS EACH AT RELEVANT AREA TC SHOWS; INTRODUCTION 6 NEW-TO-MARKET FIRMS THROUGH PARTICIPATION IN LOCAL TRADE SHOW; 15 TO'S.
4. ACTIONS: PROMOTE RELEVANT AREA TC SHOWS AT TIMES TO BE DETERMINED. 1/QTR: 3 TO'S; PLACE ARTICLE IN LOCAL TRADE MEDIA. 2/QTR: COMPLETE INFORMAL REVIEW OF CURRENT MARKET SITUATION; 3 TO'S. 3/QTR: COMPLETE ARRANGEMENTS FOR USG BOOTH AT BIENNIAL MUNICIPAL EQUIPMENT/ENVIRONMENTAL PROTECTION SHOW, BRUSSELS; 2 TO'S. 4/QTR: SPONSOR USG/INDUSTRY BOOTH AT SHOW (TENTATIVELY JUNE 77); PLACE TWO ARTICLES LOCAL TRADE OR POPULAR MEDIA.

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H. VISIT USA

1. CM: ASSISTANT COMMERCIAL ATTACHE
2. CS: US TOURIST SPENDING OF AFFLUENT BELGIANS SHOULD CONTINUE MEANINGFUL IN B/P TERMS; CONTINUING PROMOTION OF US TOURIST ATTRACTIONS NECESSARY TO INCREASE BELGIAN (& EUROPEAN CIVIL SERVANT) TRAVEL TO US, PARTICULARLY FOR SECOND OR THIRD TRIP. EMBASSY CAN ALSO PLAY USEFUL ROLE IN ASSISTING TOURIST PROMOTION EFFORTS OF STATE OFFICES AND US TRANSPORTATION COMPANIES.
3. PO: ATTENDANCE OF AT LEAST 300 BELGIAN TRAVEL INDUSTRY REPRESENTATIVES AT EMBASSY-SPONSORED TOURISM SEMINARS; FIVE PERCENT INCREASE IN BELGIAN TRAVEL TO U.S. REGIONS FEATURED BY SEMINARS.
4. ACTIONS; ASSIST USTS PROMOTIONS AT TIMES TO BE DETERMINED. 1/QTR: PLACE ONE FILM AND ONE TRAVEL ARTICLE IN LOCAL MEDIA. 2/QTR: STAGE MAJOR TOURISM SEMINAR ON US REGION TO BE DETERMINED. 3/QTR: PLACE ON FILM, TWO ARTICLES. 4/QTR: STAGE SECOND TOURISM SEMINAR ON U.S. REGION TO BE DETERMINED.
5. OTHER PRIORITY PROJECTS PROPOSED: (A) INVEST USA PROMOTION; (B) POST OR CONTRACTOR CONDUCT OF ABBREVIATED MARKET STUDIES ON COMPUTERWARE, ELECTRONIC PRODUCTION EQUIP., AND HEALTH CARE EQUIPMENT., ALL RELATING TO PRIMARY USDOC EMPHASIS THESE CATEGORIES IN FY78; (C) POST OR CONTRACTOR CONDUCT OF FULL MARKET STUDY ON COMMUNICATIONS EQUIPMENT. RENNER

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